

**HIGHWAYS & TRANSPORT  
TRAFFIC & NETWORK MANAGEMENT**

**MARLBOROUGH  
(A4 High Street, A346  
& surrounding areas)**

**20mph Speed  
Restriction Assessment**

## **Document Control Sheet**

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## **1.0 Introduction and background**

Following the publication of Wiltshire Council's policy for 20mph speed limits, the authority committed to undertaking assessments across the 18 Community Areas. Each of the Community Areas was requested to nominate a defined area for assessment during 2016/17.

The central area of Marlborough including the A4 Bath Road and High Street, as well as London Road, Kingsbury Street, George Lane, St Martins, Herd Street and Salisbury Road have been identified by the Community Area Transport Group as possible locations for 20 mph speed restrictions.

This report assesses the feasibility of the above locations when considered in respect of the guidance contained in the following documents:

- i) "Wiltshire Policy on 20mph Speed Limits and Zones"; and,
- ii) The Department for Transport (DfT) Circular 01/2013 "Setting Local Speed Limits".

The full extent of the area selected to be studied is set out in Appendix A.

## 2.0 Data Collection

Average speed and volume of traffic was recorded using a device called a Metrocount. This is a roadside unit with sensors placed across the road. Metrocounts were installed at various locations throughout Marlborough and operated during the period 23<sup>rd</sup> to 29<sup>th</sup> September 2017.

The data from each Metrocount has been used to identify free flow traffic speeds. Peak time speeds (08.00 to 09.00 and 15.00 to 18.00) have been discounted as volumes of traffic and instances of queuing during those periods are factors that do not realistically represent free flow conditions. The exact location of each counter is identified in Appendix A.

Table 1 below sets out a summary of the free flow speeds of each Metrocount for Marlborough, combined directions. A plan of which is set out in Appendix B.

Metro Count Number	Location:	7 day mean traffic flow:	7 day mean speed (mph):	7 day 85 <sup>th</sup> ile speed (mph):
1	A4 Bath Road, West	3889	31.8	37.3
2	A4 Bath Road, East	3727	25.7	26.8
3	Pewsey Road	2096	26.4	30.9
4	A4 High Street, South	2776	24.3	28.5
5	A4 High Street, Northbound only	4067	19.8	25.2
6	A4 High Street, Southbound only	3468	20.6	25.7
7	George Lane, West	1727	25.5	28.2
8	George Lane, East	2232	27.9	33.2
9	Salisbury Road, South	4017	29.1	34.9
10	Salisbury Road, North	4422	27	33.2
11	London Road, East	3470	29.4	35.1

12	London Road, West	4041	26.8	32.1
13	A346, London Road	6364	23.8	28.5
14	New Road	3193	23.6	28
15	A346, Barn Street	4620	21.9	27.2
16	St Martins, East	803	24	28.4
17	St Martins, West	928	24.4	28.8
18	Port Hill	4051	29.9	35.6
19	Herd Street	3993	27.5	33.7
20	Kingsbury Street, North	1523	23.1	27.7
21	Kingsbury Street, South	1639	24.7	30.1

**Table 1 – Summary of metrocount results Marlborough**

## 3.0 Collision Data

An investigation into the Police Collision Database shows there have been 58 recorded Personal Injury Collisions (PICs) in Marlborough, resulting in 76 injuries in the 6 years prior to this report.

A detailed location plan of the incidents is included in Appendix C. The table below shows the summary of personal injury collisions in the last 6 years:

<b>Accidents Involving:</b>	<b>Slight injury</b>	<b>Serious injury</b>	<b>Fatal injury</b>
Pedal cyclist	2	1	0
Motorcyclist	0	0	0
Driver / Passenger	4	0	0
Pedestrian	6	0	0
<b>Total</b>	<b>12</b>	<b>1</b>	<b>0</b>

*Table 2 PICs in Marlborough*

<b>Causalities:</b>	<b>Fatal</b>	<b>Serious</b>	<b>Slight</b>	<b>Total</b>
Vehicle Driver	0	0	24	24
Passenger	0	0	16	16
Motorcycle Rider	0	2	8	10
Cyclist	0	1	3	4
Pedestrian	0	7	15	22
Other	0	0	0	0
<b>Total</b>	<b>0</b>	<b>10</b>	<b>66</b>	<b>76</b>

*Table 3 PICs in Marlborough*

## 4.0 Analysis against Wiltshire Council Policy

It is important to remember that all speed limits should be set where it can be expected that overall compliance with the limit can be realistically achieved. There is no expectation that higher speeds can be reduced merely through the provision of signs; it is likely that hard engineering measures would be necessary, such as alteration to the road layout and/or road humps.

There are two different types of 20mph speed restriction – a 20mph Zone and a 20mph Speed Limit.

Wiltshire Council policy has taken into account the experience gained from previous studies into 20mph speed limits and zones, as well as the guidance from DfT Circular 01/2013. The Wiltshire policy identifies options to consider when implementing 20mph zones and limits within the county:

### 20mph Zones:

20mph zones are defined as areas subject to a 20mph speed restriction which cover a number of roads and is supported by the appropriate traffic order and signs.

Typically there will be traffic calming measures at regular intervals throughout the zone to ensure that speeds remain reasonably consistent in the area. These could include the introduction of road humps and raised junctions, as well as build outs, chicanes and pinch points.

#### 20mph zones to be considered where:

- Roads are already restricted to a 30mph speed limit
- A proven history of road user conflict with vulnerable users such as child pedestrians is apparent.
- New residential developments have been introduced.
- There is an alternative existing route, enabling drivers to avoid the zone.
- On major streets, there are significant numbers of pedestrian or bicycle journeys that are considered to outweigh the disadvantage of longer journeys for motorists.

### 20mph Speed Limits:

20mph limits are defined as streets where the speed restriction has been reduced to 20mph but where there are no physical calming measures. Drivers are alerted to the restriction by the use of terminal and repeater signs only.

#### 20mph Speed Limits to be considered where:

- Mean before speeds are at or below 24mph (if they are just above this threshold lighter touch engineering measures to reduce speed may be implemented)
- Roads do not have a strategic function or where motor vehicle movement is not the primary function.
- On major streets there are significant numbers of pedestrian or bicycle journeys that are considered to outweigh the disadvantage of longer journeys for motorists.
- In rural areas the location, in addition to the above conditions, meets the definition of a village as set out in Traffic Advisory Leaflet “01/04 – Village Speed Limits”.

## 5.0 Analysis

The historic market town of Marlborough is in North East Wiltshire, situated between the major towns of Newbury and Swindon, as well as the City of Bath. The main routes of the A4 and A346 (linking Chippenham, Swindon and Salisbury) run through the town centre and are included in this study.

Metrocount results show that A346 Barn Street/Salisbury Road and the A4 London Road carry the most amount of traffic on a daily basis, which demonstrates these as the main through routes in the town.

Marlborough benefits from a busy town centre, with on street parking directly outside shops along the A4 High Street. This area is often popular with pedestrians visiting nearby shops and restaurants, as well as vehicles travelling through the High Street to the wider towns and villages nearby.

Marlborough is unique in its layout in that the main High Street effectively has a car park positioned centrally through the carriageway. This gives rise to increased levels of pedestrian movement and unusual vehicular behaviour, such as reversing and parking manoeuvres. There are also periods during peak hours whereby traffic congestion will give rise to very low traffic speeds. It is of no doubt this situation slows traffic down in the area and in some respects, creates its own traffic calming along the High Street and central areas of Marlborough. It could be argued that a 20mph speed limit could be deemed ineffective in this area because vehicle speeds are already very close to 20mph, ranging from 19.8mph to 20.6mph along the main A4 High Street.

The A4 and the A346 are main routes through the town and are both A class roads, therefore the use of physical traffic calming is not permitted. On Salisbury Road, and Herd Street, the recorded free flow vehicle speeds are well above the threshold level for a 20mph speed limit. The use of lighter touch engineering methods is unlikely to reduce free flow speeds to a level where a 20mph limit would be successful.

A similar pattern of speeds occurs at metro counts recorded on the outskirts of Marlborough town centre, including the A4 Bath Road, Pewsey Road, George Lane and London Road (East and West). All of which recorded average traffic speeds above the 24mph threshold, between 25.5mph and 31.8mph.

However, the central areas including the A4 High Street, New Road, London Road (A346) and Barn Street all recorded speeds at or below the 24mph threshold required to meet the criteria for a 20mph speed limit. The northern end of Kingsbury Street also recorded a mean speed of 23.1mph, which is at the threshold for a 20mph speed limit.

Overall, it is apparent that the central areas of Marlborough would be eligible for a 20mph speed limit, however this does include 2 A Class routes, whereby pedestrian activity should outweigh the need for vehicular movements in order for a 20mph speed limit to be implemented successfully.

Areas recording just above the 24mph threshold included A4 High Street South (MC4) Kingsbury Street South (MC21) and St Martins West (MC17). It is likely if these areas were included within a 20mph speed limit, lighter touch engineering methods such as coloured surfacing or associated lining works would need to be considered in order to encourage traffic to travel at or below 20mph.

If a 20mph speed limit was implemented within the qualifying areas of Marlborough, the main roads serve numerous residential roads that would also be considered suitable for 20mph speed limits without the need for further engineering measures. The following residential roads qualify for such consideration:

The Parade  
Kelham Gardens  
Silverless Street  
Oxford Street  
Rawlingswell Lane  
Kennet Place  
Angel Yard  
Chantry Lane

## **6.0 Conclusion / Recommendation**

Based on the foregoing analysis a case can be made to restrict the speed of traffic to 20mph along limited lengths of some strategic roads. It is emphasised that this would be a departure from the adopted Wiltshire Policy but it is considered that there is sufficient justification.

There are a number of options to be considered in Marlborough and the Community Area Transport group should decide which option best fits the needs of Marlborough as a whole:

**Option One:**

Implement a 20mph speed limit throughout the full qualifying areas of Marlborough, with the addition of 20mph carriageway roundels on St Martins and Kingsbury Street.

See Appendix D – Option One

**Option Two:**

Implement a 20mph Speed limit throughout the full qualifying area only, excluding St Martins and Kingsbury Street.

See Appendix E – Option Two

**Option Three:**

Do nothing – Traffic travelling at free flow conditions along Marlborough High Street already travel at or very close to 20mph and the implementation of a 20mph speed limit would not create a change in vehicular speeds. A 20mph speed limit would only contribute to the clutter of street furniture in the area (by way of signage required to implement a 20mph limit).

## **7.0 Cost Estimate -**

The estimated costs of option 1 and 2 of this scheme are set out in the table below:

### Option 1:

<b>Item</b>	<b>Quantity</b>	<b>Approximate costs</b>
Estimated Signing / Lining costs		£8200
Traffic Regulation Order Costs		£2000
	<b>Total Costs</b>	<b>£10200</b>

### Option 2:

<b>Item</b>	<b>Quantity</b>	<b>Approximate costs</b>
Estimated Signing / Lining costs		£6800
Traffic Regulation Order Costs		£2000
	<b>Total Costs</b>	<b>£8800</b>